Your Retargeting Solution

www.perfectaudience.com

success@perfectaudience.com
What Is Perfect Audience?

- Perfect Audience is an enterprise-class platform for cross-channel retargeting that enables marketers to create, manage, and optimize their retargeting campaigns across Facebook, Twitter, Instagram, the Web, and mobile.
- Scale your operation, control your budget, and manage your placements.
- Bring all your retargeting advertising together into one powerful application. Set up in minutes. See results immediately.
Five Killer Features

- Comprehensive, transparent dashboard
- Intuitive interface with easy-to-use tools
- Target common audiences across channels
- Powerful list building with infinite audience combos
- Partner retargeting marketplace
A Comprehensive Dashboard Promotes Transparency

- View KPIs, including cost data and ROAS, from a unified reporting interface
- View performance for campaigns over time to identify trends and opportunities
- Gain deeper insight into each conversion with Conversion Explorer
- View and manage top placements at the domain level
- Export reporting data or create customized automated reports with our reporting API
Intuitive Campaign Manager

- Intuitive interface for launching and managing campaigns
- Gain control of targeting, geographies, devices, placements, timing, and ad creative
- Ad Manager offers a simple interface for creating and managing ad creative
- Manage and compare multiple campaign types on a single dashboard
Build and Target Common Audiences Across Channels

- The Perfect Audience tracking tag simplifies cross-channel list building
  - One tag to rule them all, quick and easy installation
- Create and target users across Facebook, Twitter and the Web from a single interface.
- Target, exclude or ignore segments as your needs dictate.
Powerful list building tools for advanced audience segmentation

- Create audience segments from an infinite combination of intent and behavioral signals including on-site behavior
- Create audiences by URL, Javascript event, querystring, or regular expression
- Use Lookback Windows to focus on your hottest prospects
Start Winning More Customers Today.
Success@PerfectAudience.com